

Report on

Employees Reflection of PRAN Export Limited

BUS 400 (Internship)

Submitted To:

Showvonick Datta

Lecturer

BRAC Business School

Submitted By:

Mia Mohammad Irfan (09204036)

Date of submission: 9th March, 2014

Letter of Transmittal

March 9, 2014

Showvonick Datta

Lecturer

BRAC Business School

Subject: **Acceptance of internship report.**

Dear Sir,

It gives me immense pleasure in preparing this report that was assigned to me in fulfillment of my course requirement.

This report has been valuable to me as it assisted to unite the practical experience to theoretical knowledge.

I would like to mention that I am extremely grateful to you for your valuable guidance, extreme understanding effort and constant attention as and when required in accomplishing the report.

I shall be very pleased to answer any query you think necessary as and when needed.

Sincerely Yours,

Mia Mohammad Irfan

ID: 09204036

BRAC Business School

Acknowledgement

I acknowledge my heartiest gratefulness to all who have extended their hands of cooperation in preparing the report. At first I express my gratitude and acclaim our indebtedness towards my relevant course instructor Showvonick Datta for his overall guidance, advice and support in encouraging our responsibilities consciously while creating this report.

I would like to express gratitude towards Mr. Faijullah Zisan, Assistant Manager Export, PRAN Export Limited for his assisting approach and effort to provide me the necessary information and kind assistance while preparing this report.

I would also like to thank all the employees of PRAN Export Limited members for their sincere effort in completing this report. Without the teamwork and assisting attitude of the members of PRAN Export Limited it would not have been possible in finishing this regulatory report.

I would be thankful if this report comes to any benefit of my teacher as well as any students of BRAC Business School.

Mia Mohammad Irfan

ID: 09204036

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Executive Summary

PRAN started its export operation back in 1991 with exporting their products in France. From then they have expanded their export business worldwide. Now they are exporting their products in more than 94 countries in the world. PRAN Export Limited was formed with a view to join global business and to create a strong entity of Bangladesh in the world's economic map.

PRAN-RFL group has 36 registered companies. Among them PRAN group has 18, RFL has 13 and 5 are listed as others. Different companies are established with a view to complete different job and bring functionality in the organization. Every company has a Chief Operating Officer (COO). The COO is the business head of the company. He is in charge of all the activities and is directly accountable to DMD and CEO.

I was assigned in the Accounts of the KSA zone. After one month of service and on the job training I was assigned to take over the Accounts of Riyadh Zone. The Riyadh zone consists of a warehouse of 7500 square feet. There were total 18 employees working on that zone. From this zone we conduct direct sales to different retailers with 14 Toyota Hiace Delivery Van. For Riyadh Zone my major responsibility was Monitoring Total Cash Management, Sales Report, Inventory and Depot operation.

I was assigned to work on the topic 'Employees Reflection of PRAN Export Limited as it has earned Export Trophy for consecutive 10 years'. The main objective of the project was to measure the reflection of the employees of PRAN Export Limited to analyze their involvement level.

Letter of Authorization

March 9, 2014

Sir,

This report has been conducted to fulfill the course requirement of 'BUS 400'. This is an original report paper done by me (a student of BRAC Business School). As a result, before using any information or data of this report, permission is strictly required from me, PRAN Export Limited and BRAC Business School. All rights are reserved by me. The agreement of this report is legal until any further notice from the researches.

Oblige me thereby.

Sincerely,

Mia Mohammad Irfan

ID: 09204036

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The Organization

Introduction

PRAN-RFL Group started in the year 1981 as RFL (Rangpur Foundry Limited) at the BISIC. At the beginning they used to make products like Kodal, Shovel, Belcha, Tubewell and similar sort of products. That time the adage was to make the available supply of agricultural products and the products related to agriculture. At first the organization believed that the agriculture of Bangladesh needs exposure and focus in order to reduce poverty and to develop the rural population and their lifestyle. The organization later on revealed that they can't add more value in the agricultural based economy without entering into the production, hence develop the idea of establishing PRAN.

PRAN stands for: "Program for Rural Advancement Nationally".Pran has started its business concentrating on the beverage products. Pran was the pioneer domestic company of this industry in Bangladesh. Primarily Pran started with the production of Pran Mango Juice a very popular juice brand in our country. On that time Shezan was the most popular juice brand which was imported from Pakistan. PRAN established their own mango pulp factory in Natore. Later on the organization concentrated on producing Pineapple, Lemon, Guava and Litchi juice. Then gradually expanded their business and started producing other food and beverage products. After meeting the huge domestic demand PRAN has leap forward with a global venture.

PRAN started its export operation back in 1991 with exporting their products in France. From then they have expanded their export business worldwide. Now they are exporting their products in more than 94 countries in the world. PRAN Export Limited was formed with a view to join global business and to create a strong entity of Bangladesh in the world's economic map. At present PRAN Export limited divided their export market in 6 units. Those are India, Asia, Middle-East, Africa, Europe and America and Others.

In global market PRAN Export Limited tries to exceed every year. To accelerate the continuous growth, PRAN Export Limited already set up a production plant in Agortala, India and production is likely to start on that end very shortly.

In many countries especially KSA, UAE, India, Oman, Malaysia, Singapore, PRAN Export Limited have its own sales and distribution network along with office, warehouse, distribution vehicles, sales force, & other logistic supports. The organization is extremely motivated to be the market leader in each and every category and market its operating.

Along with existing presence in African, Asian & European markets, the organization is eagerly looking forward to have a stronger and more effervescent presence in every corners of global market. The organization has the plan to launch production facilities in Africa and Greater Middle East.



The Indian market is one of the largest markets of export and PRAN have created a strong entity in the Indian market. The overall Indian market is divided into three segments North-East India, South-East India and Greater West Bengal.

The Asian market includes Srilanka Nepal, Bhutan, Maldives, Afghanistan, Myanmar, Malaysia, China, Singapore, Hong Kong, Korea, Cambodia and others.

Middle East is a huge market of export for Bangladeshi FMCG as there lives many Bangladeshi immigrants and workers. The Middle Eastern market includes KSA, Dubai, Bahrain, Kuwait, Qatar, Jordan, Oman, Iraq, Iran, Lebanon and the UAE and others.

Africa is the largest unnerved segment of the world market. PRAN started their venture in Africa in the year 2001. At first the importer country was Benin. At present PRAN export their products in 38 countries of the West and East Africa including Angola, Liberia, Benin, Ethiopia, Congo, Senegal, Djibouti, Nijer, Mali, Ghana, Somali Land, South Africa and others.

The EU market consists of UK, Spain, Italy, Sweden, France, Germany, Russia, Cyprus and other European countries. The European market is still developing and most of the customers are from Bangladeshi origin. Recently the Dairy, Beverage and Confectionery products got positive exposures from different countries of the EU.

America and Others includes USA, Canada and Australia. The organization is trying to enter the North American market. PRAN is conducting survey to enter this part of the world.

For excellence in export market PRAN have been awarded numerous trophies in home and abroad. In recognition of contribution towards earning foreign currency, PRAN achieved “Best National Export Award” for 10 consecutive fiscal years (FY 1999-2000, 2000-01, 2001-02, 2002-03, 2003-04, 2004-05, 2007-08, 2009-10, 2010-11, 2011-12). In recent times, PRAN is awarded “UDC BUSINESS AWARDS 2011” as the best food & beverage products manufacturer in Malaysia.

For the excellence in Quality Management System and ensuring the quality of products PRAN earned different QMS certificates from different well reputed Quality Control authority. The **cGMP** under US Drug & Food Administration approved the total Processing Flow of PRAN Products including Procurement, Inspection, Segregation, Sorting, Preparing, Manufacturing and Processing. For each and every procedure **cGMP** have a guideline and the organization strictly follows that guideline.

PRAN Export Limited also achieved the following certificates.

BS OHAS :- British Standard Occupational Health and Safety Assessment Series.

ISO 9001 :- (Quality Management System)

ISO 14001:- (Environmental Management System)

OHSAS 18001:- (Occupational Health & Safety)

ISO 22000 :- (Food Safety Management System)

HALAL Certificate by Jabata Kemujan Islam Malaysia.



As the organization is exporting in 94 countries of the world the Quality Control Management team is very much vigilant for managing the quality of the product. The organization doesn't compromise any deficiency in QCM. Recently for an issue related to Turmeric Powder the organization penalized the total QCM team and PDD Team.

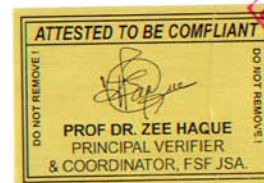


HACCP Compliance Certification
Registration No.109 (2)

TO WHOM IT MAY CONCERN

This is to affirm that we have instituted a Hazard Analysis Critical Control Points (HACCP) plan for all existing PRAN food categories (lines) of Agricultural Marketing Company Limited - Registered Head Office : 'Property Heights'(3rd Floor), 12, R.K. Mission Road, Dhaka - 1203, Bangladesh with processing units located at Ghorashal and Natore, Bangladesh. We have verified that all relevant HACCP protocols are being satisfactorily complied with and all USDA directives have been met. Therefore, we deem all existing PRAN food products and related processes to be HACCP Compliant.

FOOD SYSTEM FUNCTIONALITY, USA
HACCP COMPLIANCE
INSPECTION DATE **26 DEC 2004**
VERIFICATION DATE **01 MAR 2005**
VALID UNTILL **11 APR 2006**



Principal Verifier/Coordinator, FSF USA and
Professor of Food Science. & Technology,
Mississippi State University, MS, USA

Export Procedure of PRAN

Generally PRAN Export Limited is engaged with two types of export.

- 1) Manufacturing
- 2) Trading

Recently the organization took the initiatives of doing Private Labeling Business as its successfully working with the Cocacola in Bangladesh.

For the export purpose generally the buyer contact with PRAN through The Chamber of Commerce. Besides it PRAN take part in different trade fair around the globe which attracts more potential buyer. Sometimes the foreign ministry of our country facilitates the international trade. According to the Export Development Team participating in the trade fairs facilitates the export, and makes the export more progressive.

After getting response from the potential buyers the organization send sample to the buyer according to his demand and preference. The organization is very much aware about sending sample. For sending in foreign market the organization doesn't hesitate to place order according to the buyers demand. As the organization believes that in the initial stage any form of hesitation could hinder the total export procedure.

Very often the buyer visits the HO and Factory in order to check the product quality and the environment. Generally the organization always welcomes the buyers and this form of approach as because through this form of procedure the organization can read the potential importer and the involvement of the buyer increased.

If the buyer is satisfied with all sort of production facilities and the products of his preference then the organization start negotiating with the buyer regarding the price and the total value chain.

After the buyer is agreed with the pricing and the value chain then both the buyer and the organization have to agree on the term FOB (Freight on Board) or CNF (Cost and Freight)

For the FOB the duty from our end finishes with the movement of consignment to the preferred port.

For the CNF the total responsibility remain on us to send the consignment to the buyers' warehouse.

After deciding the consignment mode we need to prepare the sales contract. The sales contract is the agreement between the buyer and us with the product specification and other form of formalities.

After receiving the sales contract the buyer set the payment mode and payment procedure. Generally there is 4 way of transferring the fund which the organization follows.

Cash in Advance: - The buyers pay the total amount or certain amount of the consignment in advance. Sometimes the buyer pays the certain amount like 30%-40% in advance with buyer's document.

Telegraphic Transfer / Electronic Transfer: - In this procedure the buyer pay the consignment value through TT or ET

LC: - In this procedure the export is done through Letter of Credit.

Full Party Payment: - The buyer fully pays the amount after receiving the goods. Generally this types of transaction is done with long term buyers.

After determining the payment mode the organization collect XP from Bank, FITO paper and other sort of Authorization paper from Ministry of Agriculture.

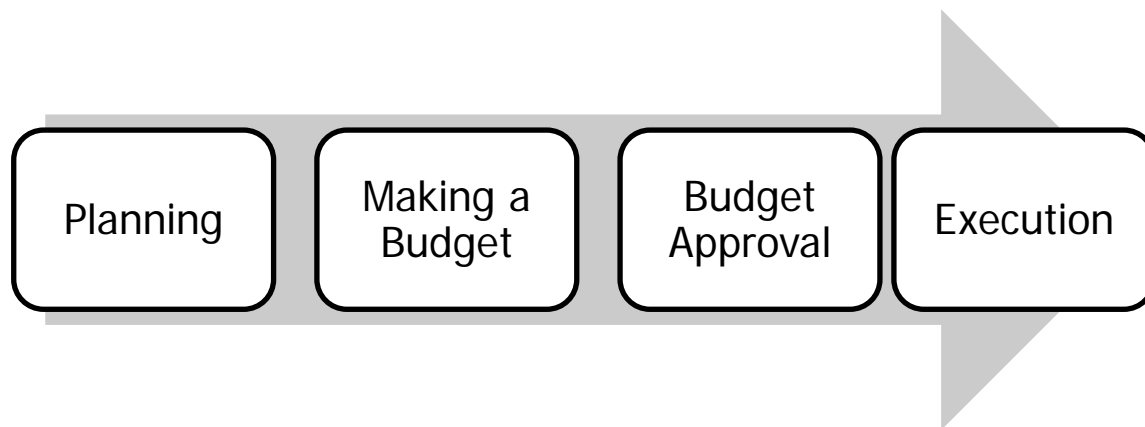
After completion of necessary documentation and paper works we had to fix vessel from our end. The shipping line is chosen on the basis of the rate and time duration.

After completing the shipment the HO send the buyer the copy of Bill of Lading, Sales Contract, Commercial Invoice, BL copy with stamp, Health Certificates and other sort of necessary documents.

After arrival of the shipment our CNF clear the container from the port and forward it to the buyer's warehouse.

International Marketing of PRAN:

Deciding how to sell the product in international market takes a lot of planning and proper execution. Each international company has their own policy for marketing. PRAN has developed its own international marketing strategy as well. The international marketing activity of PRAN is assigned on the international marketing team. The marketing team is responsible for all the marketing activities which is being carried worldwide. The international marketing team takes prior suggestions and feedback from the Export Development Team and the Sales Manager and Desk officer of that specific zone. The process PRAN is following in international marketing is as follows.



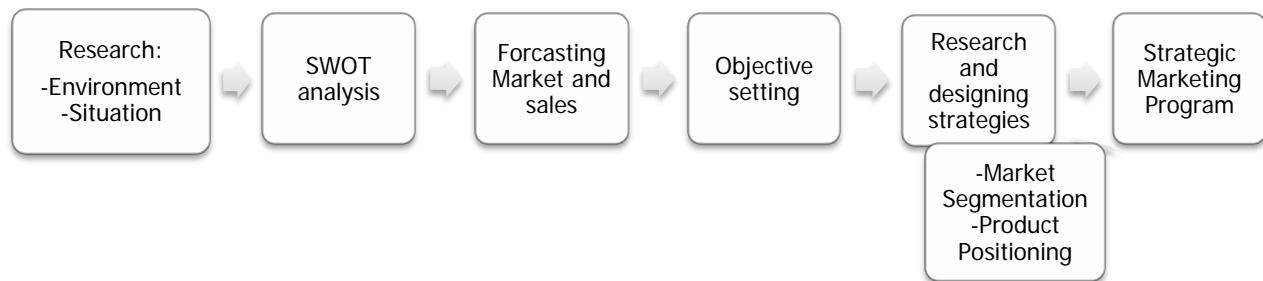
Planning Marketing Activities:

Planning marketing activities is the most important thing. The assigned person must analyze the market trends and demands and plan accordingly. The Brand manager is in charge of these marketing activities. He observes the overall marketing activities and guided by the respective ZSM and Export Development Team.

Planning Process:

The planning process is a very complex process. The Marketing Team does the analysis of the market based on the information sent by the Sales managers and the sales data. Some planning is associated with the geography and the season. The market volume is also a very significant part of planning. The larger is the market the larger is the activities.

Here is the strategic planning process followed by PRAN in the international markets.



Research:

Research is an important part of the planning process. While planning marketing activities for a foreign market it's very important that the market is thoroughly analyzed. As a part of market research the Marketing team visits many markets around the world to get the actual scenario. Sometimes when it's not feasible to visit the market, the feedback is taken from the sales managers. The send the market report based on which the plan is done.

1. Environment: Judging the market environment is very important. The marketing team analyzes the market environment based on the report from the markets. The market environment mainly comprises the current socio-economic condition of the country, the political situation, their consumption pattern, culture, season etc. Each of the mentioned issues affects the marketing activities in international market.

2. Situation: Market situation refers to the current market condition, the demand and expectation of the consumers. It is also very important to know what the consumers want at this moment, what is the current trend of the market? The market research answers all these questions.

Forecasting Marketing and sales:

Forecasting the marketing activities and the sales is required to convince the top management to go with a marketing plan. The top management always wants to know the simple answer, what is the cost of these activities and what is going to be the expected sales by this campaign? So forecasting the sales is a must to determine the marketing activities.

Setting Objective:

After forecasting the objective it's time to set the objective. It means to set up a target for the sales team to achieve. The sales teams always work on a target basis. Mostly the General Manager sets up the target. The marketing team chalks out the marketing plans and the sales team to in the market with a view to achieve the targeted sales.

Strategic planning and Execution:

The strategic planning part combines finalizing the activities based on the above issues. The most effective and cost efficient plan is selected. The marketing team finalizing the activities shows the way to execute the activities. Execution is a very crucial thing in international marketing. Most of the cases the brand team doesn't get the chance to supervise the execution on the spot. They have to take help from the sales team or any other foreign agencies. This is always not the best kind of solution, yet because of the situation PRAN carries out this program in this way.

Preparing Budget for Marketing Activities:

Preparing a budget for the marketing activities for overseas market is the key to develop the new markets. PRAN maintains a very strict policy while making the budget for the new market. Naturally they follow the policy of investing in markets where they sell most. Budget for the marketing activities is very essential to initiate marketing activities in foreign markets and to

ensure growth. Naturally in local market PRAN allocates budget according to Brand or product category. But due to the structure of the export market and to make the operation easier PRAN allocates the Export budget according to the market or country. Budget is made on the approximate cost of performing decided marketing activities. Like Media Budget for TV & Print advertising, Outdoor budget for Billboard, banner and festoons, in shop branding budget etc.

Budget Approval:

The export marketing team is assigned to work in different markets. The assigned person is solely responsible for all marketing activities in those markets. They prepare their quarterly plan according to the market trend and demand, and then they need to get approval from the management to implement those plans. Naturally it's suggested that they will work on a quarterly basis, as the international market is very dynamic and the consumer demand, taste and preferences are being changed so rapidly.

Execution:

Execution is the key to all successful marketing activities. Despite immense planning and preparation if the execution is not appropriate the outcome will be nothing. The brand team is in charge of supervising the execution of the marketing activities. Execution of marketing activities in a different country is always a difficult task. Lack of proper logistic support, distance and lack of proper monitoring may jeopardize the whole marketing activities. So the marketing team always needs to think of issues which are easy to execute and remote monitoring is possible. In most of the countries PRAN does not have any marketing support team yet. The sales managers, SRs are bound to do the marketing work. Keeping the issue of their lack of proper marketing knowledge in mind the international marketing team always assigns them with easily executable tasks. Whenever a large marketing task is required to be executed PRAN takes help from an indigenous agency to work that out. This is hugely expensive so PRAN tries to keep this practice at a minimum level.

Corporate Mission and Aim of the Group

Corporate mission of PRAN-RFL Group is–

“Poverty and Hunger are Curses”

PRAN-RFL Group aims –

“To generate employment & earn dignity and self-respect for our compatriots through profitable enterprises”

History of the Group

Chronological name of the Group	Effective date
Property Group	17/03/1983
PRAN Group	24/09/1998
PRAN-RFL Group	05/03/2005

Number of companies in PRAN-RFL group:

PRAN-RFL group has 36 registered companies. Among them PRAN group has 18, RFL has 13 and 5 are listed as others. Different companies are established with a view to complete different job and bring functionality in the organization. Every company has a Chief Operating Officer (COO). The COO is the business head of the company. He is in charge of all the activities and is directly accountable to DMD and CEO.

Number of companies under PRAN

PFL – PRAN Foods Limited
PDL – PRAN Dairy Limited
PBL – PRAN Beverage Limited
PCL – PRAN Confectionary Limited
PEL – PRAN Export Limited
MAL – Mymensingh Agro Limited
PIL – Packmat Industries Limited
PAL – PRAN Agro Limited
PABL – PRAN Agro Business Limited
BAPL – Bango Agro Processing Limited
SBCL – Sun Basic Company Limited
NDL – Natore Dairy Limited
BBL – Bango Bakers Limited
BML – Bango Millers Limited
HAL – Habigonj Agro Limited
NAL – Natore Agro Limited
SAL – Sylvan Agro Limited

Locations of Production Factories:

RANGPUR

RFL (Rangpur Foundry Limited)

BAPL (Bango Agro Processing Limited)

NATORE

PAL (PRAN Agro Limited)

PABL (PRAN Agro Business Limited)

GHORASHAL

AMCL (Agricultural Marketing Company Limited)

PFL (PRAN Foods Limited)

PIP (NARSHINGDI)

PRAN Dairy Limited

RPL (RFL Plastics Limited)

AMCL (Agricultural Marketing Company Limited-Part)

PBL (PRAN Beverage Limited)

PCL (PRAN Confectionery Limited)

PEL (PRAN Export Limited)

CHITTAGONG

PRAN Tea

Al-Mostafa Bread & Biscuit (PVT) Ltd. (Sub-contract-Biscuit)

Fulkoli food Products (Sub-contract-Biscuit)

B. BARIA

Ratan Foods Limited (Sub-contract-Biscuit)

Habigonj

HAL (Habigonj Agro Limited)

Product

For the export market and to ease the export procedure we have divided the products in such certain criteria

Juice & Drink

- PRAN Mango Juice (Aseptic Pack, Pet Bottle, HDPE Bottle, Tin Can)
- PRAN Orange Juice (Aseptic Pack, Pet Bottle, HDPE Bottle, Tin Can)
- PRAN Apple Nectar (Aseptic Pack, Pet Bottle)
- PRAN Guava Juice (Aseptic Pack, Pet Bottle, HDPE Bottle, Tin Can)
- PRAN Premium Mango Juice (Aseptic Pack)
- PRAN Fruit Cocktail Juice (Aseptic Pack, Pet Bottle, HDPE Bottle, Tin Can)
- PRAN Tamarind Juice (Aseptic Pack, Pet Bottle, HDPE Bottle, Tin Can)
- JOY Mango Juice (Aseptic Pack)
- JOY Orange Juice (Aseptic Pack)
- JOY Pineapple Juice (Aseptic Pack)
- JOY Fruit Cocktail Juice (Aseptic Pack)
- Frooto Mango Juice (Aseptic Pack, Pet Bottle)
- Junior Mango Juice (Aseptic Pack)
- Junior Orange Juice (Aseptic Pack)
- Junior Fruit Cocktail Juice (Aseptic Pack)
- Sundrop Mango Drink (Pet Bottle)



- Sundrop Fruit Cocktail Drink (Pet Bottle)
- Sundrop Guava Drink (Pet Bottle)
- Sundrop Apple Drink (Aseptic Pack)
- PRAN Litchi Drink (Pet & HDPE Bottle)
- Drinko Litchi Drink (Pet Bottle)



Carbonated Soft Drink

- Power Energy Drink
- Tango
- Fireflek
- Bullet Energy Drink
- Forzade Plus
- Xtreme Drink
- Drinko Feez



Chewing Gum, Chocolate & Toffee,

- Atom
- Xcel
- PRAN Bubble Gum
- Mr. Mango
- Football Gum
- Fruit Fill
- PRAN Layer
- PRAN Éclair
- Choco Choco
- Milky Stick
- Choco Bean
- Gold Coin



Candy & Lollipop

- Golla
- PRAN Star
- PRAN Tos
- PRAN Magic Candy
- Mr. Tom



- Mr. Mango
- Hajom
- Jago
- Lycheta
- Milk Candy
- PRAN Lollipop
- PRAN Zoo Pop, Toy Pop, Hand Pop, Cartoon Pop
- PRAN Mini pop



Cup Jelly & Fruit Bar

- PRAN Mango Bar
- Mango Bite
- PRAN Peanut Bar
- Magic Stick
- Magic Cup, Magic Stick, Ping Pong, Love Jello, Pudding



Spice

- PRAN Dry Chilli
- PRAN Bay Leaf
- PRAN Curry Powder
- PRAN Garam Masala
- PRAN Turmaric Powder
- PRAN Chilli Powder
- PRAN Coriander Powder
- PRAN Cumin Seed Powder
- PRAN Garlic Powder
- PRAN Ginger Powder
- PRAN Black Peeper
- PRAN Garam Masala
- PRAN Chicken Masala, Meat Masala, Fish Masala.
- PRAN Chicken Roast Masala,
- PRAN Achar Gosht Curry
- PRAN Karachi Beef Biryani Mix
- PRAN Special Bombay Biryani Mix
- PRAN Halim Mix, Chatpoti Mix,
- PRAN Sheek Kabab Mix, Shami Kabab Mix

PICKLE & Chutney

- Mango Pickle & Chutney
- Mixed Pickle & Chutney
- Olive Pickle & Chutney
- Tetul Chutney
- Shatkora Pickle
- Naga Pickle
- Garlic Pickle
- Chilli Pickle
- Chalta Pickle
- Boro Pickle & Chutney



Sauce & Ketchup

- Tomato Sauce
- Hot Tomato Sauce
- Chilli Sauce
- Tamarind Sauce

Fried Snacks, Crackers & Chips

- Chanachur
- Tikka Chanachur
- Chilli Jhatka Chanachur
- Delhi Mix
- PRAN Potato Crackers (Achari Mango, Dhakaiya Masala)
- Krako
- Snako
- Tom-Tom
- Chicken Bite
- PRAN Fried Peas
- PRAN Badam Bhaja
- PRAN Dal
- PRAN Jhal Muri
- PRAN Chira Bhaja
- PRAN Muri & Chira Laddu



Biscuit and Bakery Items

- PRAN Energy Biscuit
- PRAN Milkies Biscuit
- PRAN Salty Biscuit
- PRAN Glucose Biscuit
- PRAN Elachi Biscuit
- PRAN Tea Break Biscuit
- PRAN Sweet Toast
- PRAN Special Toast
- PRAN Baby Toast
- PRAN Garlic Toast
- PRAN Plain Toast
- PRAN Family Toast
- Tea Rusk
- Ghee Rusk
- Orange Cream Biscuit
- Cream Pineapple Biscuit
- Mango Cream Biscuit
- Europa Biscuit
- Funbite Layer Cake
- Tiffin Cake



- PRAN Dry Cake
- Fit Crackers
- Mama Wafers



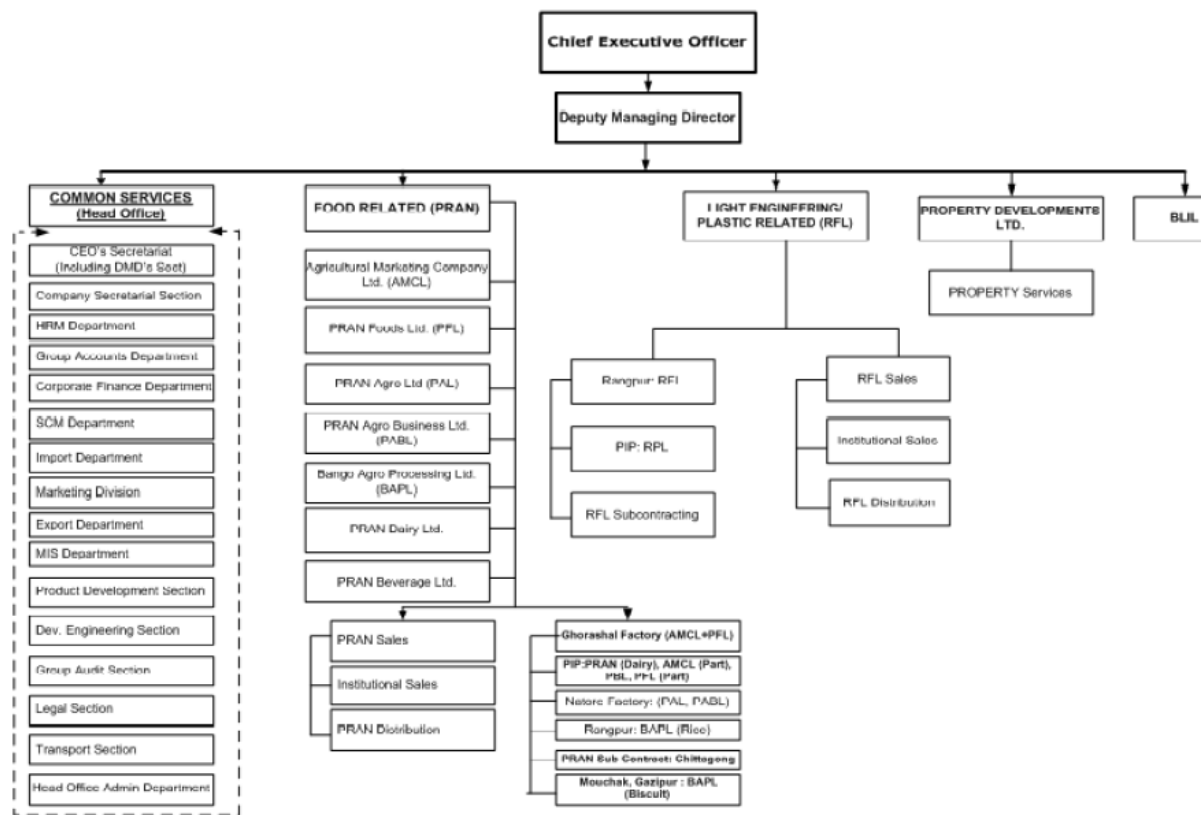
Dairy Derivatives

- PRAN UHT Milk
- Milk Man Powder Milk
- Milk Man (Mango)
- Milk Man (Chocolate)
- PRAN Active Drink
- PRAN Lassi
- PRAN Premium Ghee



NB: A details Product Report is attached with the appendix.

The operational network organogram of PRAN-RFL Group is given below.



Part 2

JOB Description & Responsibility

I was assigned in the Accounts of the KSA zone. After one month of service and on the job training I was assigned to take over the Accounts of Riyadh Zone. The Riyadh zone consists of a warehouse of 7500 square feet. There were total 18 employees working on that zone. From this zone we conduct direct sales to different retailers with 14 Toyota Hiace Delivery Van. For Riyadh Zone my major responsibility was Monitoring Total Cash Management, Sales Report, Inventory and Depot operation. On the job I had to perform the following responsibility. This sort of responsibility need to done on daily, weekly and monthly basis. The details of the job responsibility are discussed below.

➤ **Distributor bank deposit checking online and send confirmation to the depot accountant for making invoice**

As the organization less encourage business on credit and regular transaction is well appreciated so in our end we have to check the deposited amount money with the respective bank and have send confirmation to the depot accountant about the receipt of money so that he can prepare the invoice and confirm the delivery of the order.

➤ **Troubleshooting and synchronization of tally software**

We have to post every inventory movement report, all types of inward and outward of goods and the sales report in the tally software. Sometimes these entries are also inserted by the accountant of that end; we have synchronize the entry according to its classification and headings. Errors may occur while posting entries or reconciliation may be done, in that case we have to troubleshoot tally entries for ensuring smooth and error free reporting system.

➤ **Value chain update with new pricing**

The price of the products which have been exported very often fluctuates. This sort of fluctuations occurs as because of different internal and external factors. For instance the

government rules regarding taxation on different products may change. As PRAN export mostly Food Items so tax rate and classification of tax rate often fluctuate with the changing policy.

Sometimes the C&F delay the clearing and shipment also get delayed so in this sort of situation the authority has to pay fine, for this sort of fine we have to adjust price from our end so that the distributors don't have to face loss.

Sometimes the prime cost of the products increase as because of different issues related with procurement and production. In such situation we need to adjust the price with the related concern parties from both the factory and distributor.

➤ **Online transfer of cash advancement to the C&F accounts**

C&F clear the shipment from the port and arrange the necessary steps to forward the shipment to the respective warehouse. For their operation or in some special cases C&F needs advance payment so we need to transfer money from our end with the consultation of the related desk officers. In some cases we made the payment early to ensure the swift transfer of the shipment.

➤ **C&F account statement and reconciliation of the statement according to the Depot, Bank and Head Office.**

C&F send us the accounts statement after clearing the shipment then we have to collect the other statement send to Bank depot and Head Office. If we see any error or any sort of mismatch even quantity or rate adjustment may required then we must contact to the central accounts and cooperate them for solving such problems.

➤ **Payment planning for the C&F as per the releasing date of the containers**

C&F need advance payment for their operation, or in some special cases C&F needs advance payment. So we need to transfer money from our end rest of the payment are paid on the release. The advance payment and the arrear payment require a planning procedure. We have to do such planning with the consent of our export sales team and the related desk officer of Head Office.

➤ **Calculation and Payment of sales commission.**

The export sales team of different countries received a sales commission. This commission is provided by their performance which is measured by the growth of his sales and total amount of lifting from the HO. This calculation policy and procedure change as per the suggestion and direction of the General Manager and Chief of Export. We need to calculate the total commission which the sales team will receive for their lifting and performance. Sometimes organization deduct penalty from the sales commission for different irrelevant and mistakes activities done by the sales force. The organization is very blunt about the payment of commission to the sales force. There is a practice that the sales performance will increase and will grow if the commission policy is sound and regular. So this work had to be done with priority.

➤ **Finalizing and preparing salary sheet according to the payroll.**

In order to avoid the biased and falsehood we are required to prepare the salary of the sales team and other employees related to operation in respective countries. We have to prepare the salary sheet according to the policy of the organization and the report of the Accountant of that end. Sometimes increment of salary is provided by our consent and suggestion. The sales manger applies for such increment and we have to respond on his request after analyzing the payroll and his overall performance. We have to prepare the salary sheet within 25th of each month and finalize it within 30th to ensure the payment in the 1st date of every month. The organization is very strict for the payment at the 1st date any delay or late payment is strictly prohibited and the responsible person get penalized for not paying in the 1st date.

➤ **Salary payment transfer and receiving the pay slip and other claim documents.**

After paying the salary it is required to collect the pay slip and other form of claim documents. The depots Accountant collects the pay slip from the employees then he scan the pay slip and forward it to the HO with proper acknowledgment of Sales Supervisor and Zonal Sales Manager. This sort of acknowledgement is done in order to avoid all sorts of conflicts.

➤ **Sales team incentive claim report approval and payment disbursement**

In order to clear the stock of slow moving items sometimes the organization declare incentives program on specific products. On my job duty I have seen that the stock of Jar Spice rapidly increased as the consumer preferred paper pack spice. In order to clear the stock the GM of export development declared the incentive of 5 SAR for each carton of Jar Spice. After this declaration the stock of Jar Spice rapidly decreased. Thus the organization hasn't face a loss as because of the expiry of those slow moving spice items.

➤ **Verification of petty cash report and monitoring the fund transfer and tracking the expense.**

The depot Accountant mange the petty cash in order to manage all the operating expense. The Depot Accountant forward the daily petty cash report to the HO. In the HO we have verify the petty cash report and analyze the expenses and fund transfer in order to avoid fraud.

➤ **Collecting Depot inventory movement report and stock calculation report and reconciliation of the inventory movement report along with the Tally software.**

In order to keep a sound record of inventory the depot accountant and supervisor need to maintain an inventory movement report. This report is maintained daily. This report includes total inward and outward report of inventory. This report is must to maintain in order to keep tracking of inventory and give order of new stock. Sometimes it does require transferring stock from one depot to another depot in order to maintain steady supply. If the supply is hampered then there is a strong effect of losing market share. The zonal sales manager can easily see the exact stock of a particular day of a certain depot and place order according to that stock. In the end of every month every Depot calculates their physical stock and sends this stock report to the HO with proper acknowledgement. In the HO we have to reconcile the inventory movement report along with the tally software.

➤ **Tracking the Bank transaction statement of SAAB, SAMBA and AL RAJHI Bank.**

Every week the Depot accountants deposit money twice or thrice in SAAB, SAMBA and A RAJHI bank. We have to keep record of each deposit by crosschecking it with total sales

collection and petty cash report. After getting the confirmation of deposit we have to confirm the Manager of our Accounts and he take the necessary steps of transferring the fund.

➤ **Maintenance of inventory movement report.**

In order to keep a sound record of inventory the depot accountant and supervisor need to maintain an inventory movement report. This report is maintained daily. This report includes total inward and outward report of inventory. This report is must to maintain in order to keep tracking of inventory and give order of new stock. Sometimes it does require transferring stock from one depot to another depot in order to maintain steady supply. If the supply is hampered then there is a strong effect of losing market share. The zonal sales manager can easily see the exact stock of a particular day of a certain depot and place order according to that stock. We have to keep another report in the HO in order to avoid all sort of fraud and misrepresentation of stock.

➤ **Preparing, Updating and Verification of Depot wise financial statement.**

In the end of each year its required to prepare the financial statement of each and every depot. While making this statement its required to take suggestions, feedback and guidance from the Central Accounts.

➤ **Updating and Reconciliation of Party Ledger and circulation it field wise.**

The depot accountant maintains a party ledger for each and every party associated with particular depot. In the HO we have to analyze the Party Ledger and reconcile it with the Tally Software. In the end of every month we crosscheck the Party GL with the stock and distribution report.

➤ **Updating and reconciliation of Fixed Asset register.**

In the beginning of each financial year it's required to maintain the fixed asset register. In order to keep the proper tracking and record of fixed assets the HO enter the purchase entry of any new asset or sale or loss of asset. This sort of fixed asset register is very important to maintain and to reduce the chance of misrepresenting any asset.

Observation and Recommendation

While working as An Accountant in PRAN Export Limited (KSA Zone) I have found many drawbacks and some factors where more effort can be given in order to make the export procedure better. My recommendation for PRAN export limited is given below.

- The employees of KSA are no efficient according to the standard. None of them were professionally sound. The organization recruited the Bangladeshi people working on KSA and they are appointed in different positions according to their expertise.
- As per the rules of the government of KSA every organization required to recruit KSA citizen. The employees of KSA origin are not as much professional as expected. According to their culture and values they are comparatively slower and less motivated.
- Efficient sales force is the power house for every organization. As our export is totally sales driven so the efficiency of the sales employees matters a lot. For the visa problem and diplomatic relation with the KSA PRAN cannot appoint their best performers of local sales into KSA. As a result the organization had to appoint employees from other profession into sales.
- The Banking facility of KSA is very sound and effective but in case of transaction with the people from South Asian origin they behave wrong. The people of our origin had to wait in separate line for money deposit and banking facilities. Sometimes they refuse to provide service and mismatch with transactions in an unprofessional way.
- The environment of the HO is not that up to mark for export. The organization should increase the facilities of the HO of Export Division. The conference room of export is not that much well enough to deal with foreign clients. The organization may give more priority on the office environment especially for export.
- The employees of KSA are very much dependent to the Head Office. Sometimes they can't take simple decision on some specific task as they solely depend to the HO for prior concern and suggestion. Their dependency level should be decreased in order to run smooth operation.

- The Accounts of the KSA Zone need to do other sort of job responsibility which doesn't match with the job description. Very often we need to perform the administrative job and sales follow up which doesn't suits the job relating to Accounts. We need to follow up different activities from our end which hampers the actual work and create more pressure.

Part 3

Project

Origin of report:

This report is prepared as a mandatory requirement of the internship program under the BBA program at the BRAC Business School, BRAC University. The organization which this report represents is PRAN Export Limited of PRAN RFL Group.

The internship program at PRAN started from 1st October 2013, and the attachment period with the organization ended in 31st December 2013, a total of three months. The internship post was under PRAN Export Limited, supervised by Mr. Zisan, Assistant Manager of PRAN Export Limited. The topic of this report was suggested by the internship supervisor of Mr. Showvonick Datta, Lecturer BRAC Business School.

Problem Statement:

The topic: Employees Reflection of PRAN Export Limited as it has earned Export Trophy for consecutive 10 years.

The main objective: The main objective of the project was to measure the reflection of the employees of PRAN Export Limited to analyze their involvement level.

Time and place context: This report will be based on the reflection of the current employees of PRAN. The information will be collected from the employees of PRAN Export Limited HO.

Objective of the report:

Specific findings: The study has a broad objective and some specific objectives.

Broad objective: To measure the reflection of the employees of PRAN Export Limited to analyze their involvement level.

Specific objectives:

- a) To identify how the employees are motivated to their job.
- b) To identify the feelings of the employees to be the part of the largest exporter of Bangladesh.
- c) To identify the level of involvement of the employees.
- d) To analyze how the employees are are highly focused and target oriented which accelerate the organizations growth.

Scope of the report:

This report will help us to analyze the reflection of the employees of PRAN Export Limited to analyze their involvement level. The employees of PRAN Export Limited are highly motivated and thus helped PRAN Export Limited to earn the export trophy for consecutive 10 years, which is remarkable in our country. Besides having strong distribution channel the employees of PRAN are highly focused and target oriented which accelerate the organizations growth. As the employees are doing it right and the organization is also growing in a massive growth rate, so it's very much required for the organization to hear from its employees about their reflection about the growth thus it's directly related with the involvement of the employees with the organization. The objective of the report was to identify and analyze that whether the employees are positively motivated and feel proud to be the part of the Largest Exporter of Bangladesh or they are doing it on a professional enthusiasm.

Methodology:

Source of data: This is a descriptive research. This report will solely be based on primary and secondary data.

Data collection instruments: The data has been collected from the existing 15 employees of PRAN Export Limited through a questionnaire which was developed through the prior suggestion of the course instructor and the intern supervisor.

Limitations:

I have faced some problems during preparing the report. They are given below.

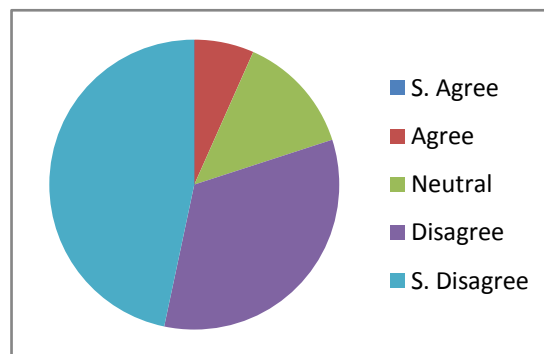
- a) Time constraints.
- b) Lack of data and cooperation from the Archive.
- c) The employees were not agreed to provide their Name and any form of demographic information.
- d) It was strictly mentioned that the report can't be shared outside PRAN Export Limited and BRAC Business School.
- e) The organization didn't provide any sort of financial data and it was strictly prohibited to use any form of financial data and information associated with PRAN.

As my project was based on a descriptive research, I have taken a sample size of 15 employees and note their opinion on 20 factors. The factors along with the description are discussed below.

My first question was **“You are satisfied with the office timing of PRAN Export Limited?”**

Among 15 employees 1 was agreed with the situation, 7 employees were strongly disagreeing, 5 of them were disagree, 2 of them were neutral.

Findings: The general timing of the office is 9 to 5 but there is an informal trend of staying up to 7pm. Otherwise the higher authority may think it’s wrong. Some of the employees stated that the organization should avoid such sort of perception. As other department don’t follow such practice. Some of the employees also stated that they don’t have any problem to stay up to 10 pm but this situation depends on the pressure; if the job pressure increased they don’t mind staying. Some of them stated this sort of practice is inefficiency and inappropriate practice.

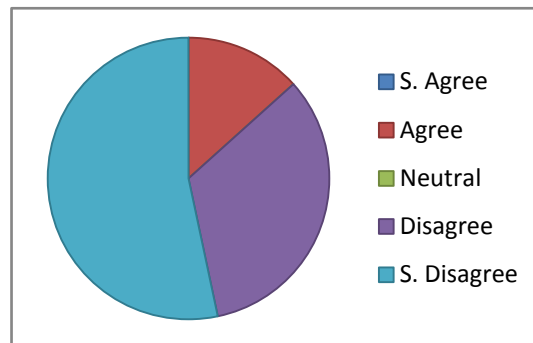


My second question was **‘The office environment helping the employees to put more effort?’**

In this question 8 employees were strongly disagree, 5 of them were disagree and 2 of them agreed.

Findings: The employees are not satisfied with the environment of the office. They think the organization should give more priority for decorating and making the office separate and better.

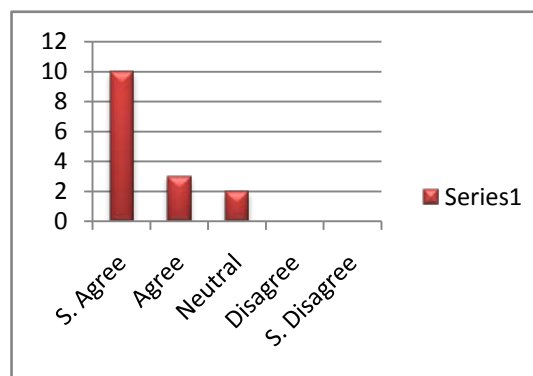
Some of them stated that as the largest floor of FMCG exporter we need a separate building or office with more prior office facilities like lobby, conference room, reception.



The third question was **“Strong distribution network is helping PRAN to achieve the target?”**

In this question 3 of them were agreed, 4 of them were disagree, 5 were neutral, 1 was strongly agree & 2 of them were strongly disagree.

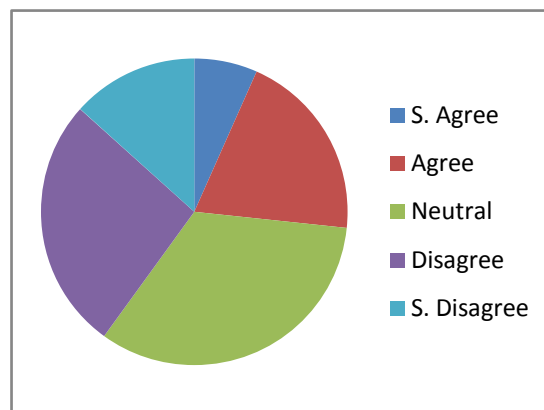
Findings: They employees have a strong belief that the local strong distribution channel has a passive impact on the export. The export sales teams who are appointed from local sales have a passive perception and tendency of setting strong distribution network.



The fourth question was **“Logistic support is well enough for the Export Team?”**

In this question 5 of them were neutral, 3 agreed, 4 of them were disagreed, 1 was strongly agree, 2 of them were strongly disagree.

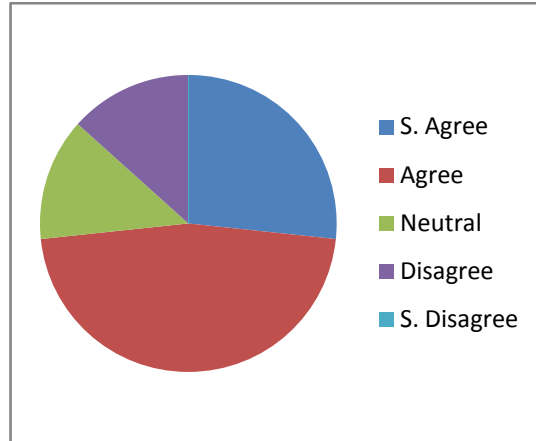
Findings: This question reflected mixed feelings among the employees, some of them are satisfied with the existing facilities and some of them are dissatisfied with the existing facilities.



The fifth question was “**Limitation on leaves hinders the performance?**”

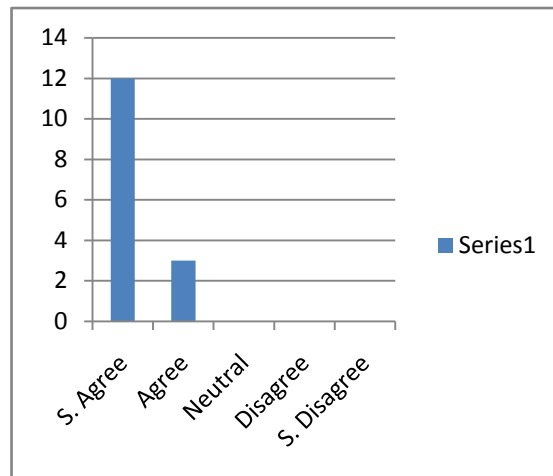
While answering the question 7 were agreed, 2 of them were neutral, 2 were disagreeing and 4 of them were strongly agreed.

Findings: While working on this question many of the employees denoted it as a bad practice. They think that these types of practice shouldn't be adopted. Some of them stated that working on holidays don't bring any significant acceleration.



The 6th question was “**Commissions based on the consignment accelerate the overall export and target completing interest of the sales team?**”

While answering the question 12 of them were strongly agreed and 3 of them were agreed.

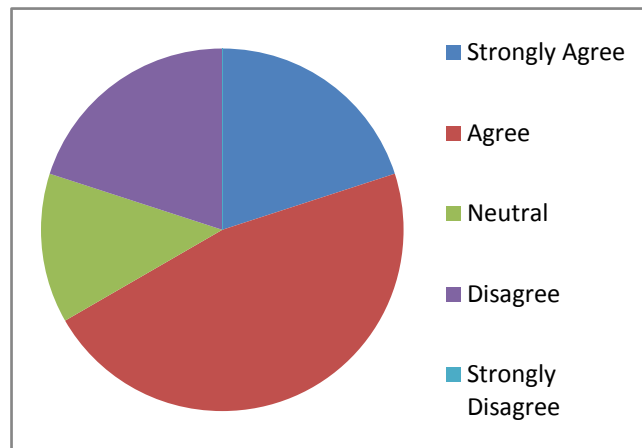


Findings: Most of the employees are positively diverted while answering this question. Some of them stated that it works as an aid for the excessive work load and this facilities increase their involvement level.

My 7th question was ‘**Personally you feel proud to be the part of the trophy rather than professionalism? ‘**

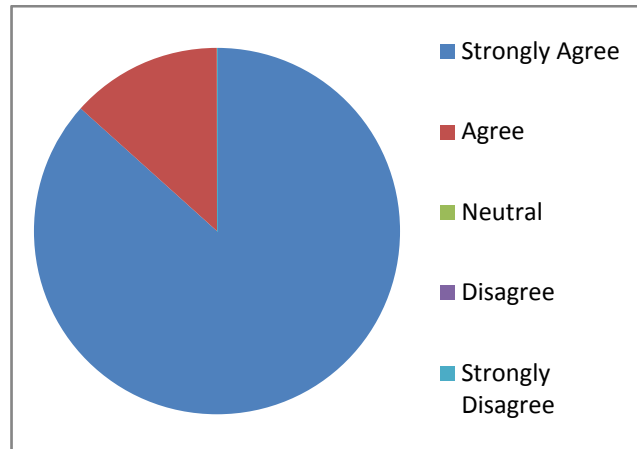
While answering this question 3 of them were disagreeing, 2 were neutral, 7 of them agreed and 3 of them were strongly disagreeing.

Findings: This question created a fixed reflection among the employees, some of them were positively diverted they feel proud to be the part of it and some of them were too much professional. They don’t think its affecting them personally.



My 8th Question was ‘**Don’t you think that the organization should be more liberal in the National Holidays?’**

Question 8	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
No. of Response	13	2	0	0	0	15

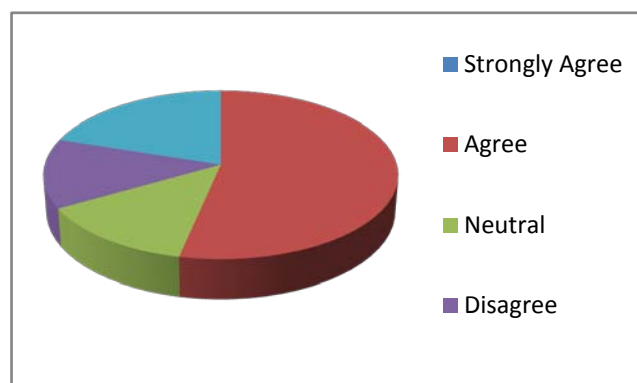


Findings: While working on this question many of the employees denoted it as a bad practice. They think that these types of practice shouldn't be adopted. Some of them stated that working on holidays doesn't bring any significant acceleration and this form of practice is demotivating them.

My 9th Question was **“Advance salary or commission increases your working zeal?”**

Question 9	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
No. of Response	0	8	2	2	3	15

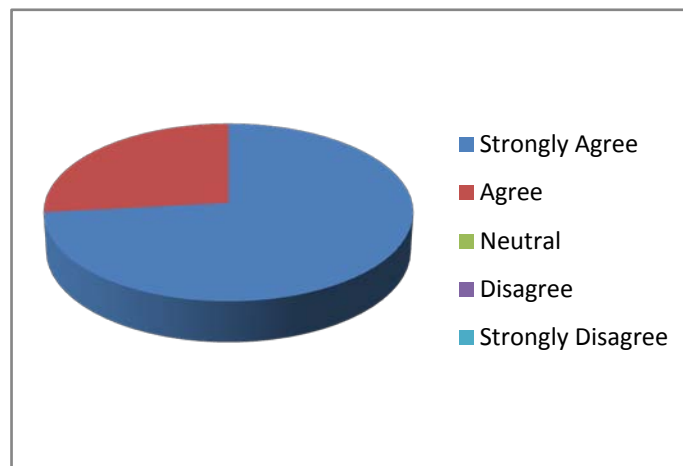
Findings: Many of the employees think it's a good practice and they are being benefited by such practice. Some of them were least concerned they don't see it's a facility rather than right.



My 10th question was “**Don’t you think the payment of salary at the very 1st day of the month increases your enthusiasm towards the organization?**”

Question 10	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
No. of Responses	11	4	0	0	0	15

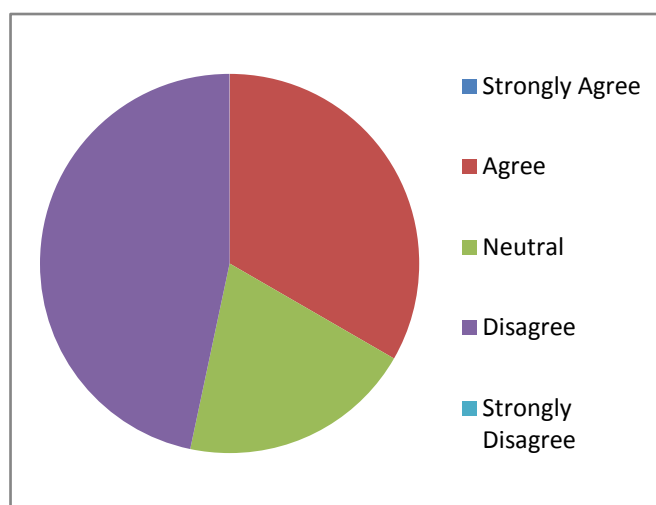
While answering this question everyone of them were positive. They suggested that it’s a unique practice. Other organization should follow such practice as it is remarkable in Bangladesh. HR and Compliance has to prepare the salary sheet within 25th of each month and finalize it within 30th to ensure the payment in the 1st date of every month. The organization is very strict for the payment at the 1st date any delay or late payment is strictly prohibited and the responsible person get penalized for not paying in the 1st date.



The 11th question was **‘Are you satisfied with the performance of shipping line towards completing the export and earning desired target?’**

Question 11	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
No. of Responses	0	5	3	7	0	15

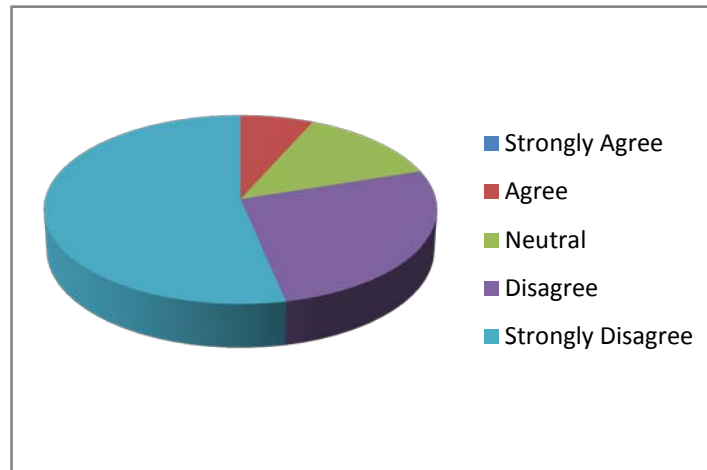
Findings: This question was very much related with the smooth export operation as the shipping line plays a vital role in the export procedure. This question played a mixed reflection among the employees as some of them were satisfied and some of them were dissatisfied.



The 12th question was **‘Do you think that the support of our Government offices and ministry is adequate?’**

Question 12	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
No. of Responses	0	1	2	4	8	15

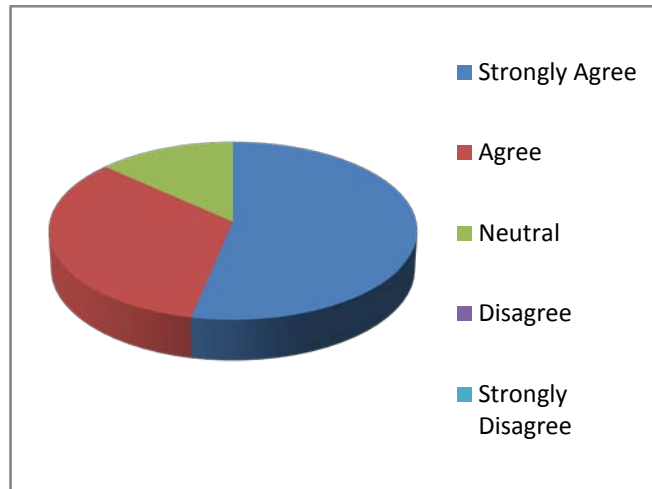
Findings: While answering this question maximum employees were dissatisfied with the government controlled offices and their system failures. Maximum of the employees suggested that the total export procedure should be computerized and the government should provide more incentives and facilities.



The 13th question was **‘The cash incentives of the government on agricultural commodities accelerate the growth of PRAN in export development?’**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
8	5	2	0	0	15

Findings: Most of the employees think it’s a good initiative from the government. This form of practice accelerates the export process.



The 14th question was ‘**Are you satisfied with the existing port and shipping system of our country for steady export?**’

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
0	0	1	11	3	15

Findings: While answering this question most of the employees were dissatisfied and they recommend more improvement on this sector.

The 15th question was ‘**Do you categorize the political unrest situation of our country into certain hindrances of the export procedure of PRAN?’**’

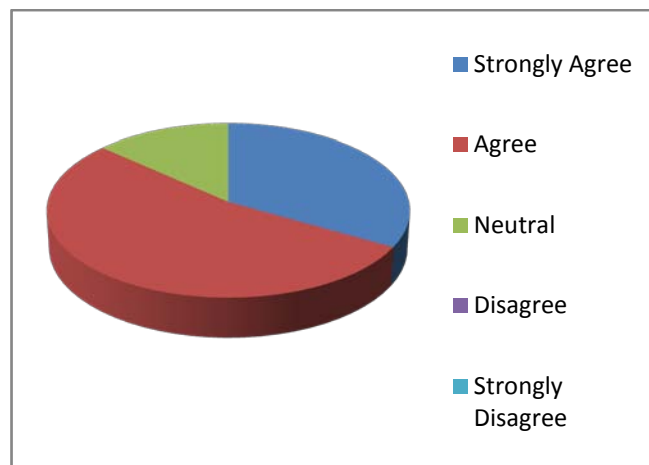
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
2	7	2	3	1	15

Findings: While answering this question many of them stated that they consider it as a natural and certain procedure as they are used to with it and they have certain pattern and such occur according to the pattern. Other stated that this sort of unrest is not welcoming at all.

The 16th question was **‘The involvement of the best local sales performers in the export market facilitates the export development?’**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
5	8	2	0	0	15

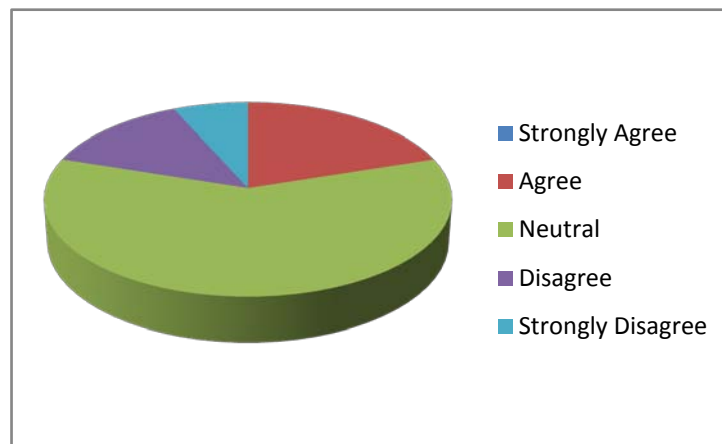
Findings: Maximum employees answered that it’s a good initiative for the organization as the best performers from the local sales do better in export as they have a wide range of experience in local market which helps them to work in the foreign market. Besides this they have a greater involvement with the wide range of product offering and they know the better adoption of different products.



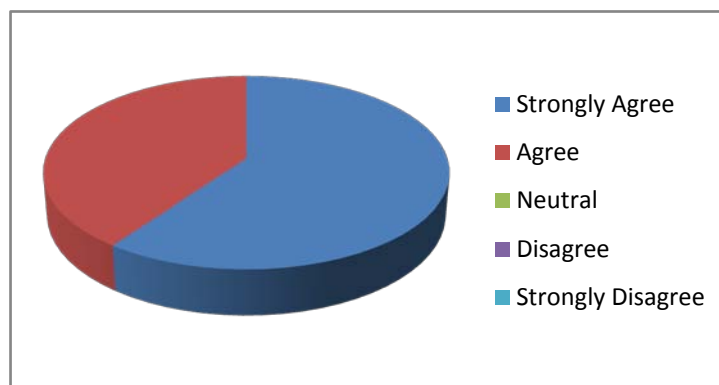
My 17th question was **‘Do you think the performance of the CNF partners and other associated partner in the export is satisfactory?’**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
0	3	9	2	1	15

Findings: While answering this the employees provided a mixed indication, though maximum employees were neutral so no specific findings can't be identified.



My 18th question was **‘The variety of the product range facilities the export development?’**



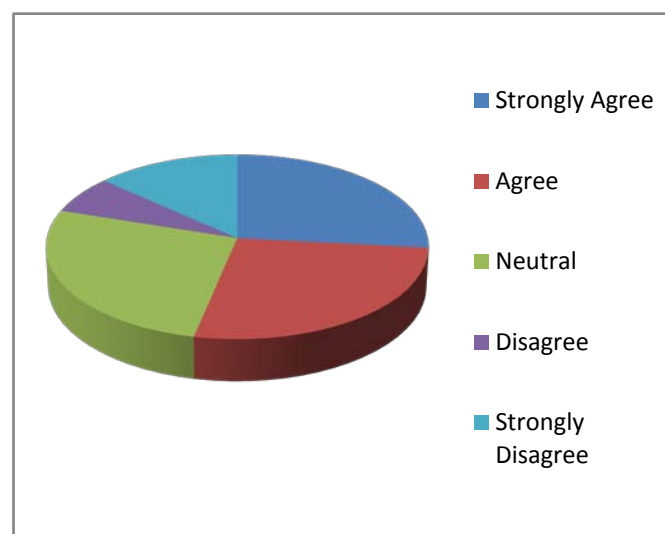
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
9	6	0	0	0	15

Findings: Maximum employees were strongly agreed while answering this question, none of them didn't deny this statement. Everyone suggested that the wide range of product is accelerating the growth of the export as the consumer preference gets increased with the preference over one product. Though they are least concerned about the reverse effect but this may also occur.

My 19th question was **‘Are you satisfied with the support of Production Unit, Operations and PDD for achieving the desired target for export?’**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
4	4	4	1	2	15

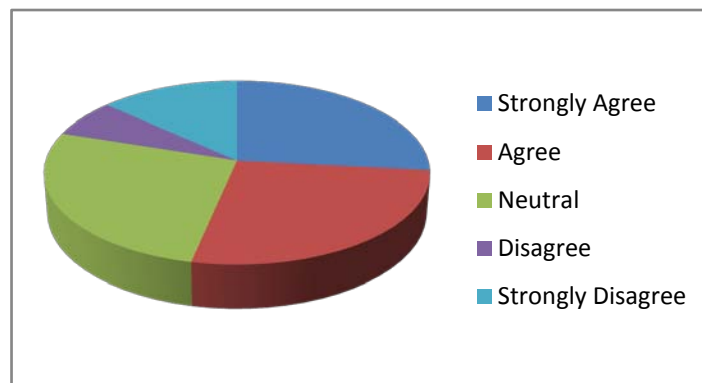
Findings: While answering this question the employees delivered a mixed reflection. Some of them were very much satisfied some of them were neutral. Some of the employees stated that considering the present situation this is not enough for PRAN Export Limited. Maximum numbers of employees were satisfied and happy with the present system.



The last question was **‘Don’t you think that the support and effort from the other department help the Export team to develop the growth of the export business?’**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
4	4	4	1	2	15

Findings: This question also created a mixed manifestation among the employees. Though maximum employees were agreed but some of them stated that the export employees deserve all the credits, employees from other department don’t have that much contribution which can be mentioned and remarkable.



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www.pranfoods.net

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Mr. Faijullah Zisan – Assistant Manager, PRAN Export Limited.